

Students First @ UNC



UNC

Students First = Strategic Enrollment Management

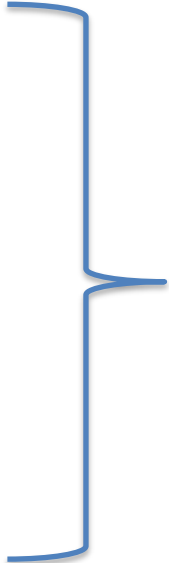
Four key components

➤ *Recruitment*

➤ *Admissions*

➤ *Retention*

➤ *Graduation*

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- ✓ Student success
 - ✓ Diversity, equity, and inclusion
 - ✓ Reputational excellence
 - ✓ Long-term stability

Regional Destination

What is a Regional University?

Institutions “established with missions to facilitate mass education through accessible admissions practices and teaching foci, and to improve regional wellbeing through applied research and economic development” (Orphan, 2018).



What is a Destination University?

Institutions that are recognized and sought out by students and faculty for reasons that can include cultural, academics, research, outdoor activities, environmental factors, etc.



Competitive Environment

Shifting Demographics

- Fewer K-12 students than in previous generations

Pathways to College Credit

- Dual enrollment
- Prior learning assessments

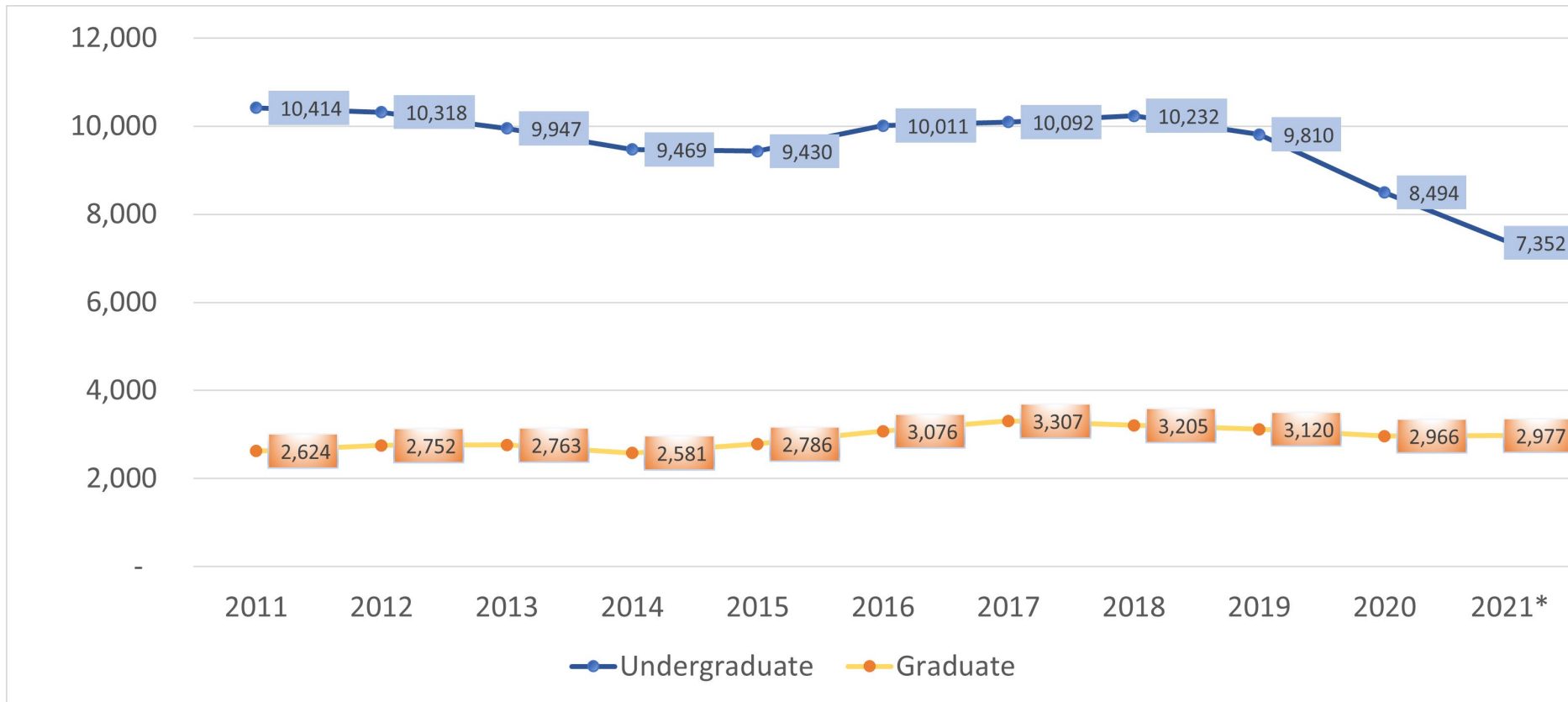
Course Transferability

- Articulation agreements + GT pathways
- Reverse transfer

Other Shifting Realities

- Change to state admissions standards
- Out-of-state recruiting + National programs

UNC Fall Enrollment 2012 - 2021



*2021 is preliminary as of 11/05/2021

Fall 2022 Enrollment Outlook

➤ Graduate

- Constant or slightly up

➤ Undergraduate

- New First-Time—primary focus
- New Transfer—strong recruitment efforts

New First-Time First-Year Point-In-Time			
Term	Admits as of 2/1	Admit Growth 2/1 -> 8/15	Yield Rate
<i>Fall 2022</i>	6,517	<i>projected 942</i>	<i>projected 14%-15%</i>
Fall 2021	8,129	1,133	14%
Fall 2020	7,257	795	17%
Fall 2019	7,401	1,027	22%
Fall 2018	6,077	1,449	26%
Fall 2017	5,359	1,293	32%

Spring 2022 Yield Initiatives

Overview

- Personalize Outreach
- Value-driven
- Campus Support
- Key Markets
 - Northern Colorado
 - Denver Metro
 - Rural Communities
- Communication
 - Clear “next steps”
 - Families not just students

High Impact Yield Strategies

- Preliminary Aid Awarding & Communication
- Regional Yield Events
- Bear to Bear
- Updated Yield Campaigns to families

Retention Efforts

Retention Improvements

- Overall undergraduate persistence up 1% to 92%
- First-time, full-time students fall 21 to spring 22 = up from 86% to 91%

Retention Summit (April 12-13, 2022)

- Educate stakeholders about UNC's unique positionality in Colorado
- Highlight best practices
- Launch internal grants to improve retention

Enrollment Opportunities

Our student demographics align with other regionally-serving campuses (Adams, Western, Mesa, Metro) but we increasingly compete with CU and CSU for students:

Historically under-represented minority students: 28%

Regionals: ~25-45%

CU and CSU: ~20% or less

Pell eligible: 34%

Regionals: 33% (Western) - 60% (Adams State)

CU and CSU: ~20% or less

Female: 67%

Regionals: 48%-55%

CU & CSU: ~47%-55%

Enrollment Opportunities

Retention + graduation = Top priorities for serving current students and attracting future students

Current retention rate: 70%

2030 Goal = 80%

Regionals: 60-75%

CU and CSU: 85%

Current four-year graduation rate: 33% ***2030 Goal = 45%***

Regionals: 11% (Metro) to 29% (Western)

CU & CSU: ~50%

Academic Planning Opportunities

Academic Portfolio Analysis

- Analysis of popular programs nationwide compared to UNC offerings
- Strengthen or revitalize existing programs where possible
- Identify areas of persistent enrollment decline and weak enrollments
- Create new programs in response to workforce needs and student demand

Academic Planning Opportunities

Current strategic investment opportunities

- Business
 - Flexible General Business undergraduate degree
 - Business analytics
- Health Sciences
 - B.S. in Health Sciences with tracks leading to Nursing, Public Health, Human Services
- B.F.A. programs in the Arts

Future opportunities

- Computer Science
- More programmatic dual modalities (online + in-person)
- Online early childhood studies (in process)

SUMMARY OF OUR OPPORTUNITIES

- Hispanic Serving Institution designation
- Improve retention & graduation rates
- Strengthen & diversify academic portfolio
- Build on Students First Framework to create Strategic Enrollment Management Plan

THANK YOU!



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NORTHERN
COLORADO